

**Listing of the Claims:**

1. (previously presented) A method for video detection and replacement, the method comprising:

receiving an input video signal;

creating a temporal sliding window of initial length L seconds and running the sliding window the input video signal, such that at least a portion of the input video signal is captured by the temporal sliding window;

comparing a first segment of the portion of the input video signal captured by the temporal sliding window of initial length L seconds to a portion of stored fingerprint data;

expanding the temporal sliding window to have an expanded length approximately equal to the length of the stored fingerprint data if the first segment of the portion of the input video signal matches the portion of stored fingerprint data;

comparing an expanded segment of the input video signal captured by the expanded window having the expanded length with the stored fingerprint data; and

generating an output video signal comprising the input video signal, wherein the expanded segment of the input video signal is replaced with a replacement portion if the expanded segment of the input video signal matches the fingerprint data.

2. (original) The method as recited in claim 1, further comprising;

automatically receiving fingerprint data of segments to be identified via a computer communications network; and

storing the fingerprint data.

3. (original) The method as recited in claim 2, wherein the fingerprint data is transmitted periodically.

4-24. (cancelled)

25. (previously presented) The method of claim 1, wherein the replacement portion comprises at least one advertisement.

26. (previously presented) The method of claim 1, wherein the replacement portion is selected based at least in part on the geographic location.

27. (previously presented) The method of claim 1, wherein the selection of a replacement portion is based at least in part on the received input video signal.

28. (previously presented) The method of claim 1, further comprising:

storing characteristics of the fingerprint data prior to the comparison of the first segment of the portion of the input video signal to the portion of stored fingerprint data;

storing characteristics of potential replacement portions prior to the comparison of the first segment of the portion of the input video signal to the portion of stored fingerprint data; and

selecting the replacement portion based at least in part on comparing the characteristics of the stored fingerprint data and the characteristics of the potential replacement portions.

29. (previously presented) A method for video detection and replacement, the method comprising:

- (a) receiving an input video signal;
- (b) capturing a captured portion of L seconds of the received input video signal;
- (c) comparing the captured portion of the input video signal to an L second long portion of stored fingerprint data, the stored fingerprint data having a total fingerprint length greater than or equal to L;
- (d) if the captured portion of the input video signal matches the portion of stored fingerprint data, capturing an additional portion of the received input video signal, the additional portion being contiguous with the captured portion, such that an entire captured portion comprising the captured portion of the received input video signal plus the additional portion has an entire captured length that is approximately equal in length to the total fingerprint length of stored fingerprint data;
- (e) comparing the entire captured portion of the received input video signal to the stored fingerprint data; and
- (f) generating an output video signal comprising the input video signal, wherein the entire captured portion of the input video signal is replaced with a replacement portion if the entire captured portion of the input video signal substantially matches the fingerprint data.

30. (previously presented) The method of claim 29, further comprising;

(g) automatically receiving fingerprint data of segments to be identified via a computer communications network; and

(h) storing the fingerprint data.

31. (previously presented) The method of claim 30, wherein the fingerprint data is transmitted periodically.

32. (previously presented) The method of claim 29, wherein the replacement portion comprises at least one advertisement.

33. (previously presented) The method of claim 29, wherein the replacement portion is selected based at least in part on a geographic location .

34. (previously presented) The method of claim 29, wherein selection of a replacement portion is based at least in part on the received input video signal.

35. (previously presented) The method of claim 29, further comprising:

(g) storing characteristics of the fingerprint data prior to the comparison of step (c);

(h) storing characteristics of potential replacement portions prior to the comparison of step (c); and

(i) selecting the replacement portion based at least in part on comparing the characteristics of the stored fingerprint data and the characteristics of the potential replacement portions.